



THE MARKETING MEMO

January 2006

Marketing Branch

Division of Marketing Services

California Department of Food and Agriculture

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PROGRAM ISSUES

KIWIFRUIT COMMISSION CONTINUED:

The Marketing Branch recently conducted a referendum to determine whether or not kiwifruit growers support the continuation of the California Kiwifruit Commission. Of those growers voting, 72% by number voted in favor of the Commission's continuation. These supportive growers accounted for 52% of the voted volume. Based upon these results, the Department certified that there had been a favorable industry vote, thus authorizing the Commission to operate for another five years. The Kiwifruit Commission has been in existence since 1980. If you have any questions, please contact Dennis Manderfield at the Marketing Branch.

REFERENDUM SCHEDULED ON PROPOSED FRESH FIG PROMOTION PROGRAM:

Several months ago, the Marketing Branch conducted a public hearing to consider implementation of the proposed Fresh Fig Promotion Program, a proposed state marketing order for promotion and research. The fig industry has had a state marketing order for dried figs for many years, but this proposal is specific to fresh figs. Based on the supportive testimony presented at the hearing, CDFA has determined to move forward and conduct the second phase of the implementation process, a vote of fresh fig growers. The Marketing Branch will be issuing the ballots in late January and intends to have final results by early to mid-March depending upon whether or not a voting period extension is needed. If you have questions, please contact Glenn Yost at the Marketing Branch.

ADMINISTRATIVE ISSUES

ETHICS TRAINING CERTIFICATION PROCEDURES FOR MARKETING ORDERS, AGREEMENTS, AND COUNCILS:

Just a reminder that marketing orders, agreements, and councils are required to complete ethics training. First time appointed members and alternate members must complete the training and file a certification with your program within 6 months of assuming their position. All other members and alternates need to complete ethics training and file the appropriate certification every 2 calendar years thereafter. Program Executives must retain the signed original certificates. Please note that CDFA does not collect this information from commissions, even though commission members and alternates are required to complete ethics orientation.

For programs that completed this training in 2003 it is now time to complete the updated training. The Branch is in the process of obtaining copies of the training materials in CD format. We will forward the training materials to all Marketing Orders, Agreements and Councils once we receive them.

If you have any questions regarding the process, please contact Beth Jensen at the Branch, 916-341-6005, or email: bjensen@cdfa.ca.gov.

TABLE OF DUE DATES:

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

TABLE OF DUE DATES		
Item	Applies To:	Due Date
Quarterly Contract Report	Marketing Orders, Agreements and Councils	Qtr 3, 2005 Was Due: October 31, 2005 (July - September 2005)
		Qtr 4, 2005 Due: January 31, 2006 (October - December 2005)
Ethics Training	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none"> • New members: within six months of assuming their position. • Continuing members: every two calendar years. Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to Beth Jensen of the Marketing Branch
Member Lists	Marketing Orders, Agreements, Councils, and Commissions	As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.
Financial Audits	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.

GENERAL INFORMATION

POLICY MANUAL REVISION COMMITTEE MEETING:

The Marketing Branch held the sixth meeting of the Policy Manual Revision Committee on January 11. It was a very productive meeting with great participation by the attending committee members. The next meeting of the Committee has been scheduled for January 27, 2006. If you would like to review copies of the latest drafts, please contact Beth or Lynn at the Branch.

DEFERRED COMPENSATION – SAVINGS PLUS PROGRAM

We would like to clarify any confusion you may have regarding the Savings Plus Program article we sent out in the November/December 2005 Marketing Memo. If you

and your staff are interested in participating, you must first go to the Savings Plus Program website at www.sppforu.com to sign up a Savings Plus account. Select **Employee** (it takes you to Employee Services), click **Plan Info and Forms**. Complete the **Enrollment Agreement form** and check the **CDFA/Marketing Council** box on Page 3, Section IIC. Sign the form and send the original to the address listed on Page 4. A few weeks later, you will receive an enrollment package from the Savings Plus Program. Once your program is signed up, you must send one check every pay period to the Branch every month with the total contributions from all staff that chose to join. The Branch then forwards the information and contributions to the CDFA liaison that administers the rest of the process. If you have questions about the enrollment process, please call Janyce Wong in the Marketing Branch at (916) 341-6005.

MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth Jensen at 916-341-6005, or via e-mail at bjensen@cdfa.ca.gov to include information in this section.

PEST DETECTION ADVISORY

Attached is the Pest Detection Advisory of current pests affecting California agricultural products. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at 916-654-1211.